

DUPLICATE

## INVOICE



**WPBF**  
**3970 RCA Boulevard**  
**Suite 7007**  
**Palm Beach Gardens, FL 33410**  
**Main: (561)694-2525**  
**Billing: (407)389-7661**

www.thewpbfchannel.com

Billing Address:

**DLF Advertising**  
**Attention: Accounts Payable**  
**1595 SE Port Saint Lucie Blvd**  
**Port Saint Lucie, FL 34952**

Send Payment To:

**WPBF**  
**PO Box 26885**  
**Lehigh Valley, PA 18002-6885**

Invoice #	Invoice Date	Invoice Month	Invoice Period
939892-1	08/19/12	August 2012	07/30/12 - 08/14/12

Station	Account Executive	Sales Office	Sales Region
WPBF	WPBF House National	House National	National

Advertiser	Product	Estimate Number
Dees/R/Martin County Sheri	DAVID DEES FOR MARTIN	

Flight Dates	Order #	Alt Order #
08/08/12 - 08/14/12	939892	

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling

IDB #	Advertiser Code	Product Code

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	08/13/12	08/14/12	Good Morning America	7-9AM	MT-----	:30	2	\$225.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	08/13/12	08/19/12	MT-----	2	\$225.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	M	08/13/12	8:46 AM	Good Morning America	7-9AM	:30	DDSP 12 30 01 v4	\$225.00 NM
2	WPBF	Tu	08/14/12	8:40 AM	Good Morning America	7-9AM	:30	DDTD 12 30 01 v3	\$225.00 NM
2	08/13/12	08/13/12	10-11a Anderson Cooper 10-11a		M-----	:15	1	\$113.75	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	08/13/12	08/19/12	M-----	1	\$113.75				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	M	08/13/12	10:22 AM	10-11a Anderson Cooper	10-11a	:15	DDTD 12 15 01	\$113.75 NM
3	08/13/12	08/13/12	WPBF News 25 @ Noon 12pm-1230pm		M-----	:30	1	\$160.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	08/13/12	08/19/12	M-----	1	\$160.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	M	08/13/12	12:29 PM	WPBF News 25 @ Noon	12pm-1230pm	:30	DDMQ 12 30 01 v5	\$160.00 NM
4	08/13/12	08/13/12	Jimmy Kimmel	12:06-01:06AM	M-----	:15	2	\$45.50	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	08/13/12	08/19/12	M-----	2	\$45.50				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WPBF	M	08/13/12	12:34 AM	Jimmy Kimmel	12:06-01:06AM	:15	DDTD 12 15 01	\$45.50 NM
1	WPBF	M	08/13/12	1:00 AM	Jimmy Kimmel	12:06-01:06AM	:15	DDTD 12 15 01	\$45.50 NM
5	08/08/12	08/10/12	Good Morning America	7-9AM	--WTF--	:15	3	\$146.25	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	08/06/12	08/12/12	--WTF--	3	\$146.25				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	W	08/08/12	7:25 AM	Good Morning America	7-9AM	:15	DDTD 12 15 01	\$146.25 NM
2	WPBF	Th	08/09/12	7:25 AM	Good Morning America	7-9AM	:15	DDTD 12 15 01	\$146.25 NM
3	WPBF	F	08/10/12	7:30 AM	Good Morning America	7-9AM	:15	DDTD 12 15 01	\$146.25 NM
6	08/08/12	08/10/12	Good Morning America	7-9AM	--WTF--	:30	3	\$225.00	NM
Class of Time - Pre-emptible with notice									

# INVOICE



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**WPBF**  
**PO Box 26885**  
**Lehigh Valley, PA 18002-6885**

Invoice #	Invoice Date	Invoice Month	Invoice Period
939892-1	08/19/12	August 2012	07/30/12 - 08/14/12

Advertiser	Product	Estimate Number
Dees/R/Martin County Sher	DAVID DEES FOR MARTIN	

www.thewpbfchannel.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
6	08/08/12	08/10/12	Good Morning America	7-9AM	--WTF--	:30	3	\$225.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	08/06/12	08/12/12	--WTF--	3	\$225.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	W	08/08/12	8:29 AM	Good Morning America	7-9AM	:30	9 DDMQ 12 30 01 v5	\$225.00 NM
2	WPBF	Th	08/09/12	9:00 AM	Good Morning America	7-9AM	:30	9 DDMQ 12 30 01 v5	\$225.00 NM
3	WPBF	F	08/10/12	8:59 AM	Good Morning America	7-9AM	:30	9 DDMQ 12 30 01 v5	\$225.00 NM
7	08/08/12	08/10/12	10-11a Anderson Cooper	10-11a	--WTF--	:15	3	\$113.75	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	08/06/12	08/12/12	--WTF--	3	\$113.75				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	W	08/08/12	10:57 AM	10-11a Anderson Cooper	10-11a	:15	8 DDTD 12 15 01	\$113.75 NM
3	WPBF	Th	08/09/12	10:48 AM	10-11a Anderson Cooper	10-11a	:15	8 DDTD 12 15 01	\$113.75 NM
2	WPBF	F	08/10/12	10:56 AM	10-11a Anderson Cooper	10-11a	:15	8 DDTD 12 15 01	\$113.75 NM
8	08/08/12	08/10/12	10-11a Anderson Cooper	10-11a	--WTF--	:30	3	\$175.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	08/06/12	08/12/12	--WTF--	3	\$175.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WPBF	W	08/08/12	10:17 AM	10-11a Anderson Cooper	10-11a	:30	2 DDTD 12 30 01 v3	\$175.00 NM
3	WPBF	Th	08/09/12	10:19 AM	10-11a Anderson Cooper	10-11a	:30	4 DDMH 12 30 01 v3	\$175.00 NM
1	WPBF	F	08/10/12	10:31 AM	10-11a Anderson Cooper	10-11a	:30	2 DDTD 12 30 01 v3	\$175.00 NM
9	08/08/12	08/10/12	Jimmy Kimmel	12:06-01:06AM	--WTF--	:15	3	\$45.50	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	08/06/12	08/12/12	--WTF--	3	\$45.50				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
3	WPBF	W	08/08/12	1:02 AM	Jimmy Kimmel	12:06-01:06AM	:15	8 DDTD 12 15 01	\$45.50 NM
2	WPBF	Th	08/09/12	12:33 AM	Jimmy Kimmel	12:06-01:06AM	:15	8 DDTD 12 15 01	\$45.50 NM
1	WPBF	F	08/10/12	12:37 AM	Jimmy Kimmel	12:06-01:06AM	:15	8 DDTD 12 15 01	\$45.50 NM
10	08/08/12	08/10/12	Jimmy Kimmel	12:06-01:06AM	--WTF--	:30	3	\$70.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	08/06/12	08/12/12	--WTF--	3	\$70.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	W	08/08/12	12:38 AM	Jimmy Kimmel	12:06-01:06AM	:30	4 DDMH 12 30 01 v3	\$70.00 NM
2	WPBF	Th	08/09/12	1:00 AM	Jimmy Kimmel	12:06-01:06AM	:30	4 DDMH 12 30 01 v3	\$70.00 NM
3	WPBF	F	08/10/12	12:48 AM	Jimmy Kimmel	12:06-01:06AM	:30	1 DDEX 12 30 01 v3	\$70.00 NM
11	08/08/12	08/10/12	WPBF News 25 @ Noon	12pm-1230pm	--WTF--	:30	2	\$160.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	08/06/12	08/12/12	--WTF--	2	\$160.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WPBF	W	08/08/12	12:25 PM	WPBF News 25 @ Noon	12pm-1230pm	:30	1 DDEX 12 30 01 v3	\$160.00 NM
1	WPBF	Th	08/09/12	12:25 PM	WPBF News 25 @ Noon	12pm-1230pm	:30	3 DDSP 12 30 01 v4	\$160.00 NM
12	08/08/12	08/10/12	WPBF News 25 @ Noon	12pm-1230pm	--WTF--	:15	1	\$104.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	08/06/12	08/12/12	--WTF--	1	\$104.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Th	08/09/12	12:08 PM	WPBF News 25 @ Noon	12pm-1230pm	:15	8 DDTD 12 15 01	\$104.00 NM

# INVOICE



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**WPBF**  
**PO Box 26885**  
**Lehigh Valley, PA 18002-6885**

Invoice #	Invoice Date	Invoice Month	Invoice Period
939892-1	08/19/12	August 2012	07/30/12 - 08/14/12

Advertiser	Product	Estimate Number
Dees/R/Martin County Sher	DAVID DEES FOR MARTIN	

www.thewpbfchannel.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
13	08/11/12	08/11/12	Sat 6-7am News	Sat 6-7am	-----S-	:30	1	\$110.00	NM
	Class of Time - Pre-emptible with notice								
	<u>Weeks:</u>	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>			
		08/06/12	08/12/12	-----S-	1	\$110.00			
	<u>Spots: # Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u> <u>Type</u>
	1 WPBF Sa		08/11/12	6:10 AM	Sat 6-7am News	Sat 6-7am	:30	DDMH 12 30 01 v3	\$110.00 NM
14	08/11/12	08/11/12	Sat Wheel Of Fortune	Sat 7-730PM	-----S-	:30	1	\$275.00	NM
	Class of Time - Pre-emptible with notice								
	<u>Weeks:</u>	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>			
		08/06/12	08/12/12	-----S-	1	\$275.00			
	<u>Spots: # Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u> <u>Type</u>
	1 WPBF Sa		08/11/12	7:28 PM	Sat Wheel Of Fortune	Sat 7-730PM	:30	DDSP 12 30 01 v4	\$275.00 NM
15	08/11/12	08/11/12	Sat Jeopardy	Sat 7:30-8PM	-----S-	:30	1	\$325.00	NM
	Class of Time - Pre-emptible with notice								
	<u>Weeks:</u>	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>			
		08/06/12	08/12/12	-----S-	1	\$325.00			
	<u>Spots: # Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u> <u>Type</u>
	1 WPBF Sa		08/11/12	7:50 PM	Sat Jeopardy	Sat 7:30-8PM	:30	DDMQ 12 30 01 v5	\$325.00 NM
16	08/12/12	08/12/12	Sun 6-7am News	Sun 6-7am	-----S	:30	1	\$90.00	NM
	Class of Time - Pre-emptible with notice								
	<u>Weeks:</u>	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>			
		08/06/12	08/12/12	-----S	1	\$90.00			
	<u>Spots: # Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u> <u>Type</u>
	1 WPBF Su		08/12/12	6:25 AM	Sun 6-7am News	Sun 6-7am	:30	DDMH 12 30 01 v3	\$90.00 NM
17	08/12/12	08/12/12	Sun 8-9am News	Sun 8-9am	-----S	:30	1	\$175.00	NM
	Class of Time - Pre-emptible with notice								
	<u>Weeks:</u>	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>			
		08/06/12	08/12/12	-----S	1	\$175.00			
	<u>Spots: # Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u> <u>Type</u>
	1 WPBF Su		08/12/12	8:28 AM	Sun 8-9am News	Sun 8-9am	:30	DDSP 12 30 01 v4	\$175.00 NM
18	08/12/12	08/12/12	Chris Matthews	Sun 10-10:30AM	-----S	:30	1	\$175.00	NM
	Class of Time - Pre-emptible with notice								
	<u>Weeks:</u>	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>			
		08/06/12	08/12/12	-----S	1	\$175.00			
	<u>Spots: # Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u> <u>Type</u>
	1 WPBF Su		08/12/12	10:20 AM	Chris Matthews	Sun 10-10:30AM	:30	DDMH 12 30 01 v3	\$175.00 NM
19	08/08/12	08/10/12	WPBF News 25 Mornings	5:30-5:57am	--WTF--	:30	2	\$150.00	NM
	Class of Time - Pre-emptible with notice								
	<u>Weeks:</u>	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>			
		08/06/12	08/12/12	--WTF--	2	\$150.00			
	<u>Spots: # Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u> <u>Type</u>
	2 WPBF W		08/08/12	5:28 AM	WPBF News 25 Mornings @ 5:30	5:30-5:57am	:30	DDSP 12 30 01 v4	\$150.00 NM
	1 WPBF Th		08/09/12	5:39 AM	WPBF News 25 Mornings @ 5:30	5:30-5:57am	:30	DDSP 12 30 01 v4	\$150.00 NM
20	08/08/12	08/10/12	WPBF News 25 Mornings	5:30-5:57am	--WTF--	:15	1	\$97.50	NM
	Class of Time - Pre-emptible with notice								
	<u>Weeks:</u>	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>			
		08/06/12	08/12/12	--WTF--	1	\$97.50			
	<u>Spots: # Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u> <u>Type</u>
	1 WPBF W		08/08/12	5:55 AM	WPBF News 25 Mornings @ 5:30	5:30-5:57am	:15	DDTD 12 15 01	\$97.50 NM
21	08/08/12	08/10/12	WPBF News 25 @ 5am	5-530am	--WTF--	:30	2	\$90.00	NM
	Class of Time - Pre-emptible with notice								
	<u>Weeks:</u>	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>			
		08/06/12	08/12/12	--WTF--	2	\$90.00			
	<u>Spots: # Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u> <u>Type</u>

This invoice is subject to Hearst Television's Terms and Conditions which can be reviewed on our company website at [www.hearsttelevision.com/for\\_advertisers](http://www.hearsttelevision.com/for_advertisers)

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939892-1	08/19/12	August 2012	07/30/12 - 08/14/12

Advertiser	Product	Estimate Number
Dees/R/Martin County Sher	DAVID DEES FOR MARTIN	

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Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
21	08/08/12	08/10/12	WPBF News 25 @ 5am	5-530am	--WTF--	:30	2	\$90.00	NM
Class of Time - Pre-emptible with notice									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	W	08/08/12	5:12 AM	WPBF News 25 @ 5am	5-530am	:30	4 DDMH 12 30 01 v3	\$90.00 NM
2	WPBF	F	08/10/12	5:08 AM	WPBF News 25 @ 5am	5-530am	:30	3 DDSP 12 30 01 v4	\$90.00 NM
22	08/08/12	08/10/12	1230-1P Access Hollywoc	1230-1p	--WTF--	:15	1	\$87.75	NM
Class of Time - Pre-emptible with notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	08/06/12	08/12/12	--WTF--	1	\$87.75				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	F	08/10/12	12:53 PM	1230-1P Access Hollywood	1230-1p	:15	8 DDTD 12 15 01	\$87.75 NM
23	08/08/12	08/10/12	Wheel Of Fortune	7-7:30PM	--WTF--	:15	1	\$455.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	08/06/12	08/12/12	--WTF--	1	\$455.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Th	08/09/12	7:07 PM	Wheel Of Fortune	7-7:30PM	:15	8 DDTD 12 15 01	\$455.00 NM
24	08/08/12	08/10/12	M-F 5pm News	5-6pm	--WTF--	:15	1	\$227.50	NM
Class of Time - Pre-emptible with notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	08/06/12	08/12/12	--WTF--	1	\$227.50				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Th	08/09/12	5:27 PM	M-F 5pm News	5-6pm	:15	8 DDTD 12 15 01	\$227.50 NM
<b>Total Spots</b>							<b>41</b>		

## Payment Terms 30 Days

<u>Gross Total</u>	<b>\$6,063.00</b>
<u>Agency Commission</u>	<b>\$909.45</b>
<u>Net Amount Due</u>	<b>\$5,153.55</b>

# INVOICE



**WPBF**  
**3970 RCA Boulevard**  
**Suite 7007**  
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**Main: (561)694-2525**  
**Billing: (407)389-7661**

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**Attention: Accounts Payable**  
**1595 SE Port Saint Lucie Blvd**  
**Port Saint Lucie, FL 34952**

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Invoice #	Invoice Date	Invoice Month	Invoice Period
936903-1	08/19/12	August 2012	07/30/12 - 08/13/12

Station	Account Executive	Sales Office	Sales Region
WPBF	WPBF House National	House National	National

Advertiser	Product	Estimate Number
Dees/R/Martin County Sheri	DAVID DEES/R/MARTIN C	8/6-8/13

Flight Dates	Order #	Alt Order #
08/06/12 - 08/13/12	936903	

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling

IDB #	Advertiser Code	Product Code

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/Week	Rate	Type
1	08/06/12	08/10/12	WPBF News 25 Mornings	6-7AM	MTWTF--	:30	1	\$400.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	08/06/12	08/12/12	MTWTF--	1	\$400.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	W	08/08/12	6:20 AM	WPBF News 25 Mornings	6-7AM	:30	4 DDMH 12 30 01 v3	\$400.00 NM
2	08/06/12	08/10/12	Good Morning America	7-9AM	MTWTF--	:30	1	\$450.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	08/06/12	08/12/12	MTWTF--	1	\$450.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Th	08/09/12	8:30 AM	Good Morning America	7-9AM	:30	3 DDSP 12 30 01 v4	\$450.00 NM
3	08/06/12	08/10/12	WPBF News 25 @ Noon	12pm-1230pm	MTWTF--	:30	1	\$320.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	08/06/12	08/12/12	MTWTF--	1	\$320.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	F	08/10/12	12:21 PM	WPBF News 25 @ Noon	12pm-1230pm	:30	9 DDMQ 12 30 01 v5	\$320.00 NM
4	08/06/12	08/10/12	GENERAL HOSPITAL	GENERAL HOSPIT	MTWTF--	:15	1	\$520.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	08/06/12	08/12/12	MTWTF--	1	\$520.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Tu	08/07/12	3:23 PM	GENERAL HOSPITAL	GENERAL HOSPIT	:15	8 DDTD 12 15 01	\$520.00 NM
5	08/06/12	08/10/12	WPBF News 25 @ 6:00PM	6-6:30PM	MTWTF--	:15	1	\$585.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	08/06/12	08/12/12	MTWTF--	1	\$585.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Tu	08/07/12	6:24 PM	WPBF News 25 @ 6:00PM	6-6:30PM	:15	8 DDTD 12 15 01	\$585.00 NM
6	08/06/12	08/10/12	Wheel Of Fortune	7-7:30PM	MTWTF--	:15	1	\$910.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	08/06/12	08/12/12	MTWTF--	1	\$910.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	M	08/06/12	7:18 PM	Wheel Of Fortune	7-7:30PM	:15	8 DDTD 12 15 01	\$910.00 NM

# INVOICE



Send Payment To:

**WPBF**  
**PO Box 26885**  
**Lehigh Valley, PA 18002-6885**

Invoice #	Invoice Date	Invoice Month	Invoice Period
936903-1	08/19/12	August 2012	07/30/12 - 08/13/12
Advertiser		Product	Estimate Number
Dees/R/Martin County Sher		DAVID DEES/R/MARTIN C	8/6-8/13

www.thewpbfchannel.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
7	08/06/12	08/10/12	M-SUN WPBF News 25 @11-11:35PM		MTWTF--	:15	1	\$585.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	08/06/12	08/12/12	MTWTF--	1	\$585.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	M	08/06/12	11:25 PM	M-SUN WPBF News 25 @ 11PM	11-11:35PM	:15	8 DDTD 12 15 01	\$585.00 NM
8	08/06/12	08/10/12	Jimmy Kimmel	12:06-01:06AM	MTWTF--	:15	3	\$91.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	08/06/12	08/12/12	MTWTF--	3	\$91.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	M	08/06/12	12:38 AM	Jimmy Kimmel	12:06-01:06AM	:15	8 DDTD 12 15 01	\$91.00 NM
3	WPBF	Tu	08/07/12	12:52 AM	Jimmy Kimmel	12:06-01:06AM	:15	8 DDTD 12 15 01	\$91.00 NM
2	WPBF	Th	08/09/12	12:49 AM	Jimmy Kimmel	12:06-01:06AM	:15	8 DDTD 12 15 01	\$91.00 NM
9	08/11/12	08/11/12	Sat Wheel Of Fortune	Sat 7-730PM	-----S-	:15	1	\$357.50	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	08/06/12	08/12/12	-----S-	1	\$357.50				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Sa	08/11/12	7:07 PM	Sat Wheel Of Fortune	Sat 7-730PM	:15	8 DDTD 12 15 01	\$357.50 NM
10	08/12/12	08/12/12	Chris Matthews	Sun 10-10:30AM	-----S	:30	1	\$350.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	08/06/12	08/12/12	-----S	1	\$350.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Su	08/12/12	10:28 AM	Chris Matthews	Sun 10-10:30AM	:30	2 DDTD 12 30 01 v3	\$350.00 NM
11	08/12/12	08/12/12	Sun 630pm News	630-7pm	-----S	:15	1	\$357.50	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	08/06/12	08/12/12	-----S	1	\$357.50				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Su	08/12/12	6:39 PM	Sun 630pm News	630-7pm	:15	8 DDTD 12 15 01	\$357.50 NM
12	08/13/12	08/13/12	WPBF News 25 @ Noon	12pm-1230pm	M-----	:15	1	\$208.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	08/13/12	08/19/12	M-----	1	\$208.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	M	08/13/12	12:11 PM	WPBF News 25 @ Noon	12pm-1230pm	:15	8 DDTD 12 15 01	\$208.00 NM
<b>Total Spots</b>							<b>14</b>		

## Payment Terms 30 Days

<u>Gross Total</u>	<b>\$5,316.00</b>
<u>Agency Commission</u>	<b>\$797.40</b>
<u>Net Amount Due</u>	<b>\$4,518.60</b>